THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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New School Year Grind is ripe

in the Valley of the Moon

Moonbeams very proudly announces—right here—3½ authentic "scoops" on any other weekly newspaper published in this part of our grand and glorious state. Let's start right in and get over our big blockbusters.

The only time a boy runs to school is when it's on fire. VALLEY WATCH REPAIR. Hiway 12, Boyes. New location, new equipment.

No. 1. George Serva, who has operated the meat department at Boyes Springs Food Center for the last three years, has sold out. The new owner is James J. Maher (Jim, to everybody), who is now on the job.

New name for the department is Jim's Fine Meats. Jim operated the meat department of a Purity store in St. Helena for the last five years. There is a wife and six children, and they'll be moving to Boyes as soon as arrangements can be made.

The Servas will be taking it easy for a while, though it's always possible George will go back to an earlier love—selling meats wholesale "on the road." They've bought a new home in Boyes about a block to the west of the Food Center. So they'll still be Valleyites.

BANCROFT NURSERY, Sonoma. Cut flowers, potted plants. Specializing in bouquets for weddings, hospitals, funerals, corsages.

No. 2. This is a real surprise, too. Mr. and Mrs. Tom Stirling, who have owned Mendel's Cafe for the last 18 months, have sold to Phil and Margie Provenzano, who are already in possession.

The Provenzanos operated the former Firpo cafe at Four Corners for a year or more, and previous to that had pizza palaces in Los Angeles. They have lived here for over four years, their home being on DeChene avenue in the Olive rove.

Margie is the pizza maker. There are six standard kinds, but special order will get you custom made pizzas. To take out, too, if you wish. Mendel's Cafe will remain the name of the establishment, and it's open till 2 a. m. (closed on Tuesdays).

Bill Schult, general factotem around the cafe, will remain for a time at least. Tom and Inez Stirling live at the Evergreen Cottages, and will take it easy for a while.

EVERYTHING FOR SCHOOL. Levis. Tennis Shoes. Work clothing for the adults. Complete stocks. BOYES VARIETY STORE.

No. 3. Walter Grunert has been in the auto upholstery business in Fetters Springs for only a very few months, but his business has expanded so rapidly that he's going to move. Robert Perkins, of the Perkins service station, is erecting a new building slightly to the south of the station in Fetters, and when completed Grunert will be in it.

Grunert shared space at one side of the station with Pete Fields, auto repairs. Both Grunert and Fields needed more room, so now in a very few weeks, Fields will have his extra and badly needed room and Grunert will have a new building and new location.

The building is 24 by 30 feet, one story, stucco front, and fully equipped for the expert handling of auto upholstery and allied lines. It is expected Grunert will be able to move in about September 20.

BOYES SPRINGS FOOD CENTER. One-stop Market, conveniently arranged for fast get-through. Vegetable and fruit specialists.

No. 3½. Rate this only one-half a scoop, because it isn't yet a certainty. But we have it on highest authority that substantial progress has been made in acquiring large holdings at the Jack London estate and nearby and to open it all up to the public as Jack London State park. Editor of Moonbeams has been plugging for this kind of development for years, and now it seems like it may amount to something big—mighty soon, too Keep your eyes and ears open for further developments.

JIM'S FINE MEATS, at Food Center, Boyes. New management, but the same high quality meats. Cut as you want it. Try us!

That's all for the big scoops . But read on. Other interesting items and cagey comments follow clear to the end of our eight pages.

LITTLE SWITZERLAND, El Verano. A Saturday night and Sunday afternoon "must" especially when you have visitors. Real Swiss.

The pro football season is still in the exhibition stage, and there won't be another pro team at Mission Inn till September 23, when the

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New York Giants show up for a few days prior to their game with the 49ers. That'll be the start of the regular season. Thereafter pro teams will be seen frequently at the inn, and out on Lichtenberg field for warmups and general practice sessions.

FIRESIDE LODGE, Hwy. 12 west of Sonoma. Barbecued chicken, steaks, ribs. New management. Friendly, homelike. Drinkables.

And we make the Los Angeles Times. In Kerwin Hoover's "Home Town Flavor," a regular feature, there was a comment about Moonbeams and its editor having eaten some fried onion rings that looked like a new kind of french fries, "and he hates onions." Shows that this wee paper does get around.

MENDEL'S CAFE, Boyes Plaza. Home of pizzas. New ownership. Best steaks in town, too. Cocktail bar. Variety in food and drinks.

B L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

But so does the Valley Review. Zan Stark Jr., its publisher, got a nice plaque from the governor at the state fair last Saturday, one of three weeklies receiving awards for "Top Story" coverage. Zan's was for his story of the closing of the alleged gambling devices at the Vintage Festival last year in Sonoma.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

RUBBER STAMPS made to order. CARL O. DRESEL, 442 Bettencourt St., Sonoma. Call WEbster 8-4160.

Our now long departed mother was a great Bible reader, and must have had a deep sense of humor. Her favorite novels were "Pigs Is Pigs" and "Mrs. Wiggs of the Cabbage Patch," both popular back in our younger days. Her favorite author was Opie Reed. She was quite a recitationist, too, memorizing long poems, most of them also humorous, which she proudly presented before group gatherings. One was about a traveling salesman, one P. Atkinson Perkins, which occupied a whole page in the SatEvePost. And here we can't remember even the words of the first verse of "America."

But ask us to play "Goodbye Dolly Gray."

RENT A TYPEWRITER. Mighty useful for school work. Low cost. Some good used ones for sale. BILL ESTMENT. Phone WE 8-2971.

The TOWN HOUSE SUPPER CLUB, Glen Ellen. Finest in North California. Excellent food. Cocktails. Entertainment nightly.

And comes the Williams Roofing company, moving to Boyes from Sonoma. Its new yard fronts on Valley boulevard across from the Grange hall, and material and equipment is being moved in. Offices

will be maintained here and business is already being conducted from teh Boyes yards.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

George Trueman and his Missus are now nicely settled in their new business office and newly constructed residential quarters, in the former Becker real estate office on the avenue.

Large stocks of specially selected jewelry have been purchased and are being displayed in new showcases. Partitioned off is a large and well equipped watchmaker's shop, where George handles all types of watch and clock repairing, restyling of jewelry, making of handsome metal belt buckles, and doing just about everything a top-rated watch repairman knows how to do.

An electronic machine tells exactly what's wrong with a watch, and George knows what to do right about then.

There's a grand opening coming up, and George will be tickled pink to show you all his new equipment, and Mrs. George will be just as glad to show you all the new merchandise now on display—just in time for the holiday season.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

So our state highway department says we can't have a flashing sign or anything similar at the Boyes main corner. They say the 25 miles per hour rule is enough, that we don't need anything else to hold down the speed of traffic.

What maybe this high-handed department doesn't know is that the speed limit isn't observed here at all, that the cars, and especially the big lumber and other types of trucks, go through here commonly at 60 miles an hour, not 25.

A few deaths at our main corners might change their minds, but why should this be necessary? If we were an incorporated city we could do something about it, but as a wide spot in the road we'll have to continue to take whatever they're satisfied to give us—which is little or nothing.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

The new school sessions start in next Tuesday. You know why they don't start Monday? Admission day is Sunday, observed as a legal holiday in Califorina Monday, so no school that day. (Wonder when Michigan was admitted to the union?)

We miss the old school bells which were heard over large town areas. Now they ring some little bells and buzzers inside the school. But school bells were as much a part of the grand plan of living as were church bells—once upon a time.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

WOODLEAF MARKET, Boyes, for lowest prices in the Valley. Fast, efficient service, and quality products are stocked in quantity.

We're almost in the frame of mind to cancel all our insurance policies of every description. (Not really.) Don't think they're worth a damn. Illustrations: Got tunked on the shin in a local business establishment. Total cost, doctor, hospital, treatment, loss of income, etc., was about $300. The firm had insurance too, but we weren't covered, because it was "our own fault." Car door got bashed in by somebody or other, while parked—some place. Total cost about $20. Not covered, because of "deductibles." What are we all paying for, anyway?

RUGGLES VARIETY STORE, Sonoma. School Supplies. Headquarters for everything for the home, garage, back yard. Cards.

OUR RESORT, El Verano. Stein Club meets here. A friendly tavern. Draft beer. Mixed drinks. A good place to know.

Looks like the Littles are going to stay in the Valley—for ever and ever. Just got two new windows installed in the house, long needed, and next it's going to get painted all white with yellow trim. Now if we could just find a small lake nearby which has a few fish in it we'll be all set for good.

BOYES SPRINGS BATHHOUSE. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking. Tourists' paradise.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

Charan Singh operated a one-man concession at the Country Fair, held last week in Boyes. And as a fortune teller he did exceptionally well. Tells us his entire profits are going toward the humanitarian section at Sonoma Valley union high school, for as many books as is possible to buy. Future similar appearances will be for the same purpose.

Charan will be at the Vintage Festival late in September, and don't say we told anyone—but his fortlune telling is amazingly weird.

He'll tell you things you never before knew anyone else but you know. It's uncanny!

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

Again we come forth with the suggestion that the Springs area should have its own honorary mayor. 'Twas brought forcibly to mind this week when Hemingway announced he is a candidate for honorary mayor of Hollywood. All the separate communities, actually a part of Los Angeles, elect their own honorary mayors — many of them prominent in their own right. Everybody votes—10 cents gets you a vote, and all moneys raised go to worthy causes.

But it isn't as foolish as it might sound. The mayors have no official status of course, but they preside whenever there's a civic celebration, they greet visiting notables, and it's kinda nice to be able to say that Bob Hope or George Burns or Leo Carrillo or some such person is your current mayor. Victor Borge and Lionel Barrymore were hnorary mayors of Chatsworth when we were down there.

November 6 would be a good time to elect a Hot Springs mayor. Or perhaps it could be staged—with all the campaign trimmings—at some future country fair. It would attract as much, or more, attention as a race for a queen. Whatdye think?

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

Only fellow we know who still rolls his own cigarets is Ray Loper, proprietor of Floray Court in Fetters. Does a most workmanlike job, too, just like the movie cowboys.

Anyway, his cigarets are made of tobacco!

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

When the dems are railing about Ike's golf playing, do they forget all about Truman's $125,000 yacht and his far too frequent trips to Key West?

They're also railing about "everything bsing wrong" with the country and the Ike administration. Exactly what's wrong with this country and the republican administration? We can't think of a thing. All we need watch out for is possible inflation (started by the demos), the rise in power of the big labor bosses who now control the

democratic party, and the necessity to keep adequately prepared militarily.

And what party can do this best? The repubs, of course. The dems offer no constructive program, and no candidate whose record to date shows he's qualifitd to occupy the White House.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

A Chinese thus describes our court trials: "One man is quite silent, another talks all the time, and 12 men condemn the man who has not said a word."

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

ESPOSTI'S LUNCH ROOM, Hiway 12 in Fetters. Sandwiches. Super Deluxe Hamburgers. Fountain specialties. Out of the ordinary!

Comedy of Errors: Lions club's Tuesday night meeting. Effective September of each year the Lions go on an every-week luncheon schedule, superseding the every-other-Tuesday sched in use during the summer months.

So Tuesday night members (not too many) gathered at the Town House, Glen Ellen, for the regular meeting. But a sign said "Closed." Carl Amante, proprietor, and a Lion, was not to be found. He apparently had forgotten the new schedule.

So the members conferred, out on the street, decided to drive down to Rozario's Palms Inn for their meeting. The Palms dining room was closed.

So on down to the Woodleaf, where three booths were taken over and a wonderful meal served. No real meeting, but everybody enjoyed himself nevertheless.

And will Amante get a going over at next week's meeting.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

This coffee business is intriguing. Even at current high prices, a cup of coffee made at home costs only about 3 cents a cup, mighty cheap liquid refreshment.

One local emporium used to make wonderful coffee, now it doesn't. Another one used to serve awful coffee, now it's perfect.

It may be the brand used; maybe it's in the making; maybe it's the water. Down in the Southland, one place we patronized which

served a tasty cup of coffee made it fresh every hour. Any leftovers at the end of 60 minutes were thrown out. Another cafe in the same town, using the same brand, never did make a good cup of coffee. What's the answer?

BATH HOUSE BARBER SHOP, open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in.

You've still got a very few weeks to go in getting your back yard all set for the rainy season. Almost always we get a nice gentle rain in September, and soon after that the hills and mountainsides start showing up green again. So better make the most of the steadily good weather we've been enjoying for so many weeks.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

We got our venison! Art Glover (two deer to his credit this year) came across with a wonderful deer steak, and we're going to have a ball this evening. Art's one of the best known of Valley sportsmen, and each year gets his quota. He's practically a caretaker of a number of deer, knows just where they feed at 6:41 a. m., and he's right there on the dot every year. Now, who raises guinea hens?

SONOMA FURNITURE MART, Broadway. Varied stock. We'll take your old furniture in trade. Upholstering, too.

THE CHICKEN HOUSE (formerly Lew's). Hiway 12, Boyes. Open 5 a. m. to 10 u. m. Best fried chicken and steaks in town. Try us.

Just a word about our recent Country Fair. It was a grand success, run by Ken Phillips, and in the years to come, based on the foundation established this year, should become one of the biggest and best civic celebrations in the Redwood Empire.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

And a final word: Is this your trouble? The wife had made a real effort to balance her budget and checkbook. Finally she handed four sheets of figures with items and costs neatly typed, to her husband. He looked them over carefully: electric bill, cleaners and so on. Everything was clear except for one item which read "ESP $24." Warily he asked "What does ESP mean?" "Error some place," came the reply.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

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